

# **Market Research Abstracts Volume 44 July-December 1985**

## **Contents**

Journal and sources consulted

Subject Index

Author Index

Section I Survey techniques Abstract Nos 5565-5581

Section II Statistics, models and forecasting  
Abstract Nos 5582-5604

Section III Attitude and behaviour research  
Abstract Nos 5605-5655

Section IV Psychographics, personality and social psychology  
Abstract Nos 5656-5672

Section V Communications, advertising and media research  
Abstract Nos 5673-5729

Section VI Applications of research Abstract Nos 5730-5756

Section VII Industrial market research No items 5757-5759

Section VIII Market Research and general applications  
Abstract Nos 5760-5779

Section IX New product development Abstract Nos 5780-5785

The appropriate section number is given in the top left hand corner of each abstract, before the abstract number.